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After *The Hills*, Lo Bosworth Took Control of Her Own Narrative



BY CLAIRE STERN

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NAME — LO BOSWORTH	DATE — JULY 28, 2022
	
OFFICE HOURS	

In ELLE.com's monthly series *Office Hours*, we ask people in powerful positions to take us through their first jobs, worst jobs, and everything in between. This month, we spoke with Lo Bosworth, who you likely remember from *The Hills*, arguably the most iconic reality series of the 2000s. Since 2016, she's distanced herself from Hollywood and pivoted to the health and beauty world, serving as the founder and CEO of feminine body care brand Love Wellness. "I spent the years of 16 to 24 working on television and not being able to control my narrative or how I was being portrayed," she tells ELLE.com. "It was always somebody higher up on the cutting room floor." Now, Bosworth is owning her story—and the feminine care space—with her growing company and forthcoming book, *Love Yourself Well*. Here, she talks transitioning out of the spotlight, how she became an entrepreneur, and advice (or non-advice?) she'd give her younger self.

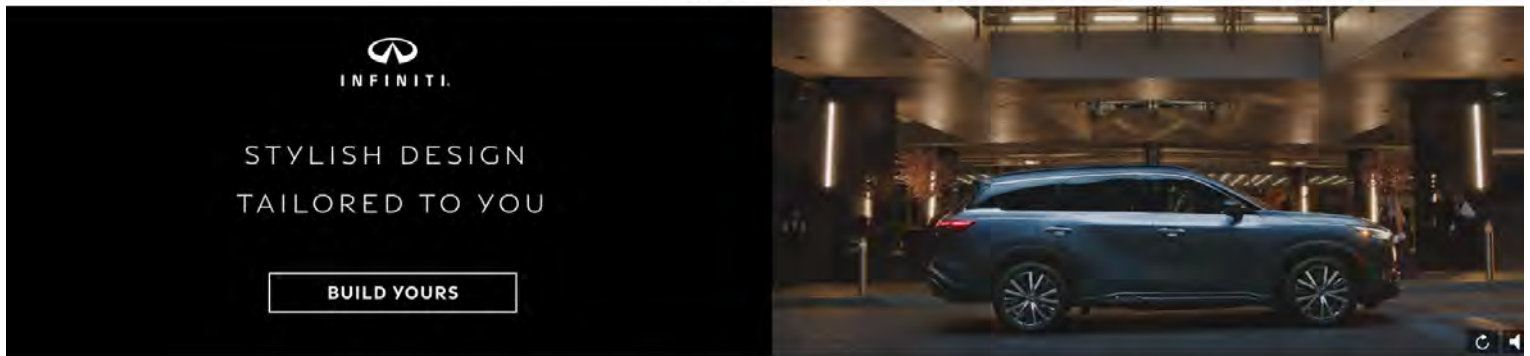
My very first job

When I was in middle school, there was a program in Laguna Beach called Park Night where the older students would babysit all the kids in the neighborhood. Parents would come to the local park a couple of nights a week and pay \$10 or \$20 to drop their kids off for two or three hours. I think I got paid 20 to 40 bucks a night. It felt like *The Babysitters Club*, but on a smaller scale.

My worst job

After *The Hills* wrapped, I was pretty disillusioned with being "talent" (*laughs*), but I was still deeply entrenched in the entertainment industry, so I ended up working for a sports talent agency for about a year. It was particularly hard for me because my experience in Hollywood was that your next paycheck is never guaranteed, and you're constantly waiting for the phone to ring hoping that somebody wants to hire you. And being on the other side of it turned out to be even worse, because people were looking to me for that sense of security, to call them and say, "Hey, you got this job." More often than not, you don't get the job. It wasn't fun to be the bearer of bad news all the time. I wound up quitting after a year.





	<p>FROM THE DESK OF</p> <p>LO BOSWORTH</p>
	<p>+ MY HERO</p>
	<p>Definitely my sweet mom, for all the reasons you would choose your sweet mom as your hero.</p>
	<p>+ MY WFH SNACK</p>
	<p>Some kind of combination of a turkey meatball with roasted vegetables, maybe a little cottage cheese, and some kind of sauce all over it.</p>
	<p>+ HOW I RELAX</p>
	<p>I do an exercise for my vagus nerve: breathe in for four seconds, hold it for seven, breathe out for eight. It activates your parasympathetic nervous system.</p>

How I transitioned from reality TV star to entrepreneur

First, I went to culinary school. I was even in early negotiations with The Food Network and the Cooking Channel to have a show when they decided to walk away from the project, which is what happens in entertainment all the time. It was that experience that ultimately made me realize that content creation has the ability to be fully democratized: everybody is a creator, and everybody can own their own story. After making peace with the fact that I was in a position of privilege, in terms of having a platform and an audience, I started to create content, but on my own terms. I supported myself in that way for

many years and launched Love Wellness in 2016. I didn't take a salary for three years and was just living off Instagram posts. Being a CEO is where I feel most comfortable, because I just want to be in control of my own destiny.

Why I launched Love Wellness

Eighteen months before I started Love Wellness, I was very unwell—and it happened overnight. It took that amount of time, different doctor's appointments, a lot of medical gaslighting, and self-advocacy to discover that my depression, anxiety, and recurrent yeast infections were being caused by some pretty severe vitamin deficiencies, and a microbiome imbalance in my gut. I was at the drug store constantly, buying old-school legacy brand products and trying to figure out what could work for my body. Ultimately, it was a combination of prescription medications and amazing probiotics that are made specifically for women's vaginal and urinary tract health that helped me get better and pave a path forward.

I realized then that there was not an innovative, education-first brand when it came to women's personal care. And I felt like, with my experience and my platform and audience, I could share what I had learned. So I invested every dollar I had left from *The Hills* and creating content, basically my nest egg, into starting my business. I built the first website myself, did all the customer experience, and cold-called manufacturers. We launched with five personal care products, which are still available today and are our best-sellers. I started to learn and understand that there is a really meaningful audience for feminine body care that works, that is mission-driven, focused on innovation, and cares about women's bodies.

Also, I started the brand because I felt embarrassed about buying products in the tampon aisle. I would double-bag every time I went to CVS. I thought, "Could I create a vaginal suppository that you could hold in your hand and actually makes you feel joy?" I set out to create that emotional experience for women when it came to needing products for our bodies. If you happen to need an anti-fungal, do you really need to be made to feel like it's the end of the world and you should hide it in



BE HABLE TO GET INTO IT'S THE CHIEF OF THE WORLD BUT YOU SHOULD HAVE IT IN your bathroom cabinet? No! You want a brand and a product that makes you feel excited about the relief that's about to come.

Advice for starting your own business

If you have had a personal experience and solved your own problem, then you probably have a great business idea on your hands. The opportunity to start new businesses is still limitless. I think we're at a point where everybody thinks all of the good ideas are taken, but that's simply not true, because as humans continue to evolve, there are problems left and right. It doesn't matter if people don't believe you or buy into it. If you go back and Google the very first articles that were written about Love Wellness, they were not positive—they made fun of me, the business, and everything that we were doing. That tune has changed significantly since we've grown to scale. We're a best-selling brand at Target; people take us seriously. Don't buy into the negativity that people may throw your way.

Why I chose to stay behind the scenes

It was definitely an intentional decision. There's still bias against people who have been on a reality TV show, and I'm fully aware of that. For the brand to have the best opportunity it possibly can to help people, me being behind the scenes [of the company] is critical. I don't really care if you like me or dislike me; if the products work for you, that's all that matters. I don't care if you know that I'm the CEO. It doesn't do anything for me or my ego, I'm just happy to have the opportunity to create something that works.

The biggest misconception about my job

When people discover that it is my company, they assume that I've been hired by a private equity firm to be the face. I'm like, "No! I actually did this on my own and invested all my own money, and I lead product innovation. This is my universe."

Important lessons I've learned

Understanding that everybody has value and everybody brings something to the table. The kind of brutality I observed in Hollywood is not something that I'm interested in perpetuating in my everyday life or in my business at all. In that world, you're either the chosen one or you're not. Your talent is a commodity, and in a different type of setting, your brain and your creativity and your value are just as important. You don't have to be the popular kid to live a fulfilled and important life.

	FROM THE DESK OF
	LO BOSWORTH
+ GO-TO EMAIL SIGNOFF	
All the best.	
+ MY FIRST SALARY	
We were paid \$1,500 for the entire first season of <i>Laguna Beach</i> . Highway robbery!	
+ WHAT I DO FOR SELF-CARE	
I use Kiehl's products. I use the ones that are the best.	

Advice I'd give to my younger self

I frankly don't know if I would give my younger self advice, because experiences, good or bad, are meant to be experienced, and it's the only way that you learn and grow. I wouldn't go back and do it differently. It's formed me into who I am today.

My approach to making change in the feminine care space



I'm doing hydrotherapy, taking a bath, going in the steam room. I even have a tiny infrared sauna in my apartment.

+ MY WORK PHILOSOPHY

I really believe in work-life balance. I stop working at around 6 P.M. every night. When I'm done, I'm *done*.

If you want to change your life and own your narrative, you have to stick with it. I've been doing this for six years, day in and day out, and a lot of people did not buy into this at first. The reason we're successful today is because I never deviated from the path. If you really believe

in it, it will happen.

This interview has been edited and condensed for clarity.



CLAIRE STERN
DEPUTY EDITOR

Claire Stern is the Deputy Editor of ELLE.com. Previously, she served as Editor at Bergdorf Goodman. Her interests include fashion, food, travel, music, Peloton, and *The Hills*—not necessarily in that order. She used to have a Harriet the Spy notebook and isn't ashamed to admit it.

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BEAUTY CREATORS AWARDS



5 Minutes with Love Wellness Founder Lauren Bosworth

In a 5 Minutes Q&A, Love Wellness founder Lauren Bosworth talks about taking the embarrassment out of shopping for personal care products.

BY ANDREA NAGEL | PUBLISHED APRIL 4, 2022

Lauren Bosworth started [Love Wellness](#) with a simple idea: self-care meets body positivity. For the former [television personality](#), this meant a brand centered on the need for straightforward and accessible products that take an inside-out approach to health and wellness (think: pH-balancing skin care, daily vitamins, and probiotic-packed supplements that deal with everything from digestive health to intimate hygiene). Developed in collaboration with a team of women — including physicians, holistic doctors and nutritionists — Lauren's collection is designed to take the embarrassment out of shopping for personal care products. To ensure a positive experience, the CEO and Founder imbued her brand with bright colors and cheeky names (i.e. UTI Don't Think So), and offers routine-building kits as well as a customizable subscription service. "My goal was to create something that not only worked, but would empower women to take charge of their health," said Lauren, who is a [2022 CEW Beauty Creators Awards Ambassador](#). Here, in a 5 Minutes Q&A, Lauren sits with [CEW Beauty News](#) to chat about her business background, beauty trends, and what's next for Love Wellness.

BN: Please share a little about your journey into the beauty/wellness space. What has the experience been like?

LB: I started Love Wellness by myself in my New York City apartment after I had been struggling with severe vitamin deficiencies. I worked with my doctors to create products to help solve my own health problems and realized there was a huge white space in the market for clean, effective products with messaging that was body positive for women. For so long women's wellness products had been legacy brands that made women feel embarrassed or ashamed or were inaccessible to the average consumer. My goal was to create something that not only worked, but would empower women to take charge of their health. Since my beginning in the wellness and beauty space, I've seen the industry grow with so many incredible brands starting up. It's been wonderful to see consumers are prioritizing their health and how companies are responding to this shift.

BN: Most are familiar with your entertainment background, but can you please share a bit about your business background and how, as an entrepreneur, you are navigating this industry?

LB: My background in business is rooted in working for myself since a young age. I've been a content creator for many years and through that experience I built an understanding of how to connect with my audience which has been vital for Love Wellness. I started Love Wellness in 2016 and hired my first employee in 2018. For the two years in between this, I sat in every chair of the business which has ultimately helped me navigate our growth. I used to cold call contract manufacturers to create our products, answered every customer service email, and

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contract manufacturers to create our products, answered every customer service email, and built our first website myself. Knowing these different aspects of the business has helped me to navigate being an entrepreneur.

BN: What are some of your big goals for Love Wellness in 2022?

LB: This year, we're excited to amplify education around probiotics as we continue to launch different probiotics for different body parts. This is the future of the probiotic category and because of our existing innovation, we certainly have the right to win here. Each new launch will help us to lead authentically with education in the self-care space. In addition to product innovation, we're excited to expand our community reach. We currently have an online community forum, The Love Club in beta.



BN: As someone who is relatively new to beauty, what has been your experience so far?

LB: Being part of the beauty and wellness industry has been an exciting period for myself and the Love Wellness team. We've been able to connect with new retailers and consumers and make new connections. Our products help one to feel beautiful from within and we've found that message resonates well within the beauty community.

BN: Do you have mentors? Who are you leaning on for guidance?

LB: My parents have been incredible mentors to me throughout my career and are the people I always lean on for guidance. They are people who have my back through everything and I find them to have great perspectives on all things from life to business.

BN: What trends in beauty do you most identify with as a beauty consumer?

LB: I'm a lover of all things beauty — from makeup, to skin care, to hair care. I've always loved experimenting with makeup and my look. Currently, I'm inspired by the *Euphoria* look and trend — everything from using more color in eye makeup or adding jewels to finish off a look. This trend is encouraging because it invites consumers to play with their makeup and is a reminder that you can express yourself through beauty.

BN: Why do you think it's important for a brand to seek peer recognition?

LB: Peer recognition strengthens the entire beauty and wellness community. As brands support one another, it helps them each to grow.

BN: What are your thoughts on CEW's Beauty Creators Awards for smaller brands?

LB: The CEW Beauty Creators Awards are a wonderful way for smaller brands to get the recognition they deserve. The platform and recognition they can gain through these awards might be one catalyst to take them from a 'small brand' to the next major must-have brand.

To enter your products into this year's CEW Beauty Creators Awards—an annual program honoring outstanding product innovation and the teams that create them—please [click here](#). Product entries to participate in this year's event close April 20. You can't win if you don't enter.

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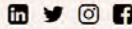
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WELLNESS | APR. 28, 2021

Lo Bosworth, Secret Wellness Queen



By Katie McDermott @katiemcdermott



Photo: Justin Thier/Getty Images; Photo: Scott Jay Weiss/Shutterstock

Lo Bosworth hated being on TV. That's right: Every single time you saw Bosworth in her eight years on *Laguna Beach* and *The Hills*, she fervently wished she were someplace else. The time she had to confront Audrina Patridge in a guest house about how she wasn't pulling her weight in their friendship? Hated it. Any time she had to put on a going-out top, go to a nightclub, and listen to Lauren Conrad and Patridge "fight"? Hated it. The time she arched her eyebrows and quipped, "So you *don't* want us to call you Justin Bobby?" Hated it. (Well, maybe she liked that — a little.)

"For a certain period of time, being young, having access to certain things, and getting a nice paycheck from time to time was enjoyable," Bosworth tells me. "But people staring at me — I don't like it. And I didn't like not being in charge of my narrative." When asked about doing more reality television in 2018, she responded: "Fuck no. I don't want to be associated with those people."



We're sitting together for breakfast downtown, and she's several degrees less bleached blonde than she was on MTV. Bare-faced, wearing boot-cut jeans and small gold hoops, she looks like a New Yorker with a desk job — which she is. These days, Lo's spending her time selling vitamins, probiotics, and an improbably popular boric-acid suppository through *Love Wellness*, her women's-health company.

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The brand focuses on girl-next-door supplements: glittery fiber pills (Sparkle Fiber), de-bloating pills (Bye Bye Bloat), melatonin (Sleeping Beauty), cranberry extract pills (UTI Don't Think So), and probiotics (Good Girl Probiotics). When lined up all together, they form a pretty pastel rainbow, a Instagrammable tower to female anxiety, wellness, and capitalism. But if this sounds like another case of vagina jade eggs nonsense — at worst, harmful; at best, a waste of money — there's a little more to Lo's story.

Bosworth's brand seems beloved online, with nearly every item getting rave reviews on multiple sites. One of her best-sellers, The Killer, which offers a



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boric acid-based solution to vaginal discomfort, has close to 6,000 five-star reviews across [Target](#), [Ulta](#), and [Love Wellness](#)' own sites. How did Lo-Bosworth convince an entire *Hills*-watching generation to trust her with their most intimate physical needs?

It started after Bosworth left the cocoon of *Laguna Beach* and its spinoff shows and podcasts, in 2010. She was the only one of her former colleagues who tried to puncture the reality-TV bubble, and like a lot of 20-somethings, she found herself experimenting with different life paths. She worked for a production company. She went to the French Culinary Institute, training to become a professional chef. She started a blog called The LoDown. She made a YouTube channel. She moved back and forth between L.A. and NYC. She co-founded a party-in-a-box start-up, which failed.

The natural next step for a reality TV star is becoming an influencer. But, Bosworth says, laughing, "my Instagram sucks." (800,000-ish people follow her there anyway.) "I realized early on that working with brands was not a sustainable way to approach my future. There's a handful of women doing it successfully, and it's difficult to get to that point. Otherwise, it's a fruitless exercise for a couple of extra paychecks."



"You don't understand the long-term effects of participating in something like [reality TV]," she adds. "If you've done something that makes you uncomfortable and allows people to form an opinion of you, how do you escape it? You cannot."

Then in 2015, Bosworth stopped feeling like herself. She was dizzy all the time. She had panic attacks that lasted for days and days. She was depressed. "Imagine you're pouring a glass of water and you just keep pouring and pouring and it starts to overflow — that was the experience of being in my body," she said. She saw doctors, nurse practitioners, naturopaths, and ob-gyns — a different person every week. She visited drug stores looking for OTC cures. "They thought I was too stressed, I needed more rest, and should go to therapy. I did all those things." She knew stress had an effect, but she felt there was an underlying cause.

Finally, a doctor told her that she had severe vitamin deficiencies across the board. It was bad enough that when they received the results, the doctor wouldn't let her leave until she immediately got a vitamin injection. Bosworth started getting the injections once a week for two years. She also found another way to add vitamins to her life: In 2016, she sat in her living room and created a company. She bootstrapped Love Wellness and was its sole and first employee for a while, doing everything from building the website to figuring out manufacturing, logistics, insurance, and marketing.

Her entertainment background was an undeniable initial asset. "I was fortunate to be able to talk about the brand on my own channels for free for the first two years and create that initial brand success, awareness, and customer base through my own network. There is no denying that I had a leg up when it came to launching the business." By 2019, the brand was doing more than eight figures of revenue, and sales have remained healthy throughout the pandemic.

But is the hype actually real, or is it more like semi-scripted-reality-show real? The reviews for The Killer, by women plagued with recurring vaginitis (vaginal inflammation, like yeast infections or bacterial vaginosis), are almost all ecstatic. "I have no idea why this works, but it's fantastic and I love it," says one. While DIY women's health groups online tout The Killer's main ingredient, boric acid, as a cure, some doctors worry. In 2016, Dr. Jen Gunter, the gynecologist best known for wanting to protect vaginas from Goop, told the Cut, "You can easily damage the mucus in the vagina, if you use it chronically."

Still, multiple studies conclude that it is an effective treatment that "acidifies" the vagina and "discourages the growth of organisms that lead to the infections," explains Dr. Jane Minkin, a clinical professor in the Department of Obstetrics, Gynecology, and Reproductive Sciences at the Yale University School of Medicine. According to Dr. Brandye Wilson-Manigat, an ob-gyn based in Pasadena, California, the problems come when people wrongly self-diagnose and use it to treat something that's not vaginitis. When used with a doctor's guidance, both agree that boric acid is effective. (Though they're both inclined to recommend a product called [Rephresh Probiotics](#) first.)

Nowadays, no one seems to be aware that a *Laguna Beach* alum is behind Love Wellness. You can find photos of the brand's wellness advisers (all doctors) on the homepage, but Lo's photo isn't on there. If you want to find it, you need to really search for it, in the site navigation at the very, very bottom where legalese is usually found, in the "About Us" section.

Although her TV job was to react to other people's drama, Bosworth doesn't worry about what any of her former castmates think about her new

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business. I don't care, to be totally honest. People have been talking shit about me my entire life. But now we're in *Uta* and are changing the category," she says, laughing.

"I knew from the beginning with my entertainment background that it would be important to have a wellness advisory board with practitioners who are skilled at guiding what we do," Bosworth explained. "This is not an influencer brand, it's a community. It's incredibly important to tell our brand story through our actual customers. In my opinion, putting my face on the homepage would be doing a disservice to our community."

People have also stopped recognizing her from the context of the *Laguna Beach* universe, she claims. "Interestingly, people now come up to me and say, 'I love your vitamins, I use the Killer!' It happened to me in the Minneapolis airport. And then I was outside my bodega, and I could tell some people recognized me. They came up to me to talk about Love Wellness."

The pandemic hasn't hurt her business. "People are prioritizing wellness even more now, because instinctually, when you deal with a pandemic, you are confronting your survival head-on," she says matter-of-factly. But it has compelled her to surrender more to the unknown. "I've always had questions like, *Who am I going to be with? Can I support myself?* But now, I've been forced to deal with bigger forces in the world. I've realized all these concerns I have are, to a certain degree, irrelevant. We only have what we have right now."

Her health has become even more of a priority. A few months after our interview, Bosworth posted on [Instagram](#) that she has been undergoing a nearly year-long recovery from a traumatic brain injury caused by a large door in a NYC restaurant (which she won't name, because accidents happen) falling on her head in 2019. Then she got momo. "A few years ago, I learned that talking about things that hurt you — emotionally, physically — helps you to heal and move forward. My accident was terrifying and I still experience side effects almost every day. I was a bit hesitant to talk about it because as anyone who has gone through this knows when you look okay on the outside but you aren't okay on the inside, it can be challenging to get the support you need. But I found a community from sharing this experience and I'm relieved that I did," she writes in an email.

"I moved to New York nine years ago to create a new life for myself. I always feel like I'm looking over my shoulder to some degree. But in reality, I'm the only one still hung up on being labeled as 'that girl from that show.' Nobody else cares anymore, but when you've lived in an altered reality, getting outside of yourself can be a challenge."

Her TV stint has made her even eschew *watching* reality TV. Her mom and sister tried to get her into the *Bachelorette* franchise, but Bosworth says, "I can't invest in a story, since I intimately understand how TV shows are made."

Last week, Lo's former castmates reappeared in a breathless, glossy trailer for season two of *The Hills: New Beginnings*. A title card read: "They're facing their fears and embracing new challenges" as we see Heidi and Spencer together, Brody possibly hooking up with someone in the group, Kristin Cavallieri in click-clacky heels. "Can they begin again?" But beginning again means you actually need to let go of the past.

"I own and operate a business, go to work every day, and have built a normal life for myself," Bosworth tells me. "It's better than what I experienced before. I can never take back being in the public eye. I can only manage it on an ongoing basis by being the best person for myself and other people." She smiles hugely, almost giddy. "My life is so much better now."

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Talking Love Wellness with Lo Bosworth

At our summit earlier this month, she talked about why she started a company dedicated to women's health and how she approaches marketing.



Kristoffer Trippaer

By **Jasmine Sheena**

May 18, 2023 · 4 min read

When Love Wellness founder Lo Bosworth began talking about vaginal health on her Instagram account in 2016, the same year she founded the company, she had her fair share of critics.

"Everybody I knew was laughing at me behind my back, and journalists were writing snarky articles about me," she told the audience at Marketing Brew's summit, The Brief.

Now, her products are sold at retailers including Ulta and Target. Bosworth's interest in the health and wellness space stemmed from her own health problems, which she said were being exacerbated by ingredients in the legacy drugstore products that dominated the women's personal-care market. Through her experiences, she began Love Wellness, a brand that specializes in "doctor-developed" products for women ranging from probiotics to daily multivitamins.

At The Brief, Bosworth sat down with Minda Smiley, editor of Marketing Brew, to talk about her company's marketing and messaging, embracing her personal narrative as part of the brand, and using social media to its advantage.

To be frank

During the discussion, Bosworth said that having open conversations around women's health is a large part of the Love Wellness brand. For instance, Bosworth talks about the fact that she has dealt with UTIs, yeast infections, and BV [on the brand's Instagram](#).

"Once you are in the category for long enough, and once you do this for long enough, I think you realize the opportunity that you have to really educate consumers about their bodies and truly make a difference in their day-to-day health," she said.

Earlier this year, Bosworth brought on Maria Dempsey to serve as CEO of Love Wellness. Dempsey, who has previously held marketing positions at brands like Lancôme and Clarins. Dempsey said the company's efforts to destigmatize conversations around women's health will remain a crucial part of Love Wellness moving forward.

"The beautiful part of the brand is Lo's connection with her community and her honesty and her authenticity," she said.

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Bosworth said she's been able to position the brand as authentic since her own personal story is at the heart of it.

"If you tell your own story and create your own narrative, and you do not deviate from that, that becomes your story," she said. "That becomes the way that the world perceives you and interacts with you. And so I think in that way, because it has been an authentic story from the very beginning and because we've been doing it for so long, it's different than, you know, a private-equity company decides, 'Oh, we're gonna make a women's wellness company in 2023. Maybe we'll put a celebrity founder in front of it and see how it goes.'"

Reaching out

Bosworth said embracing emerging trends within TikTok, where the brand has more than 70,000 followers, and within the influencer space has impacted the brand's marketing efforts as well.

"I think TikTok has changed the marketing game, possibly forever," she said. "Even a year ago, I think consumers were much more inclined to respond to beautiful glossy advertising, the traditional beauty stuff that you've seen for most of your life, and now that doesn't work. Now, you need weird, you need cringy, you need uncomfortable, and we as a brand are trying to wrap our arms around that in a way that still feels on-brand, which is definitely a challenge."

She noted that nanoinfluencers and microinfluencers have been "more meaningful than macro for the most part" at Love Wellness.

Currently, Love Wellness customers are in their "20s and 30s," according to Dempsey. But in the future, the company could start to target a broader age range.

"Somebody in the office said something recently that I thought was interesting: We should be marketing from your first period to your last," Dempsey said. "It's a very broad audience that we can target eventually."

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Maria Dempsey Named New CEO of Love Wellness



NEWS PROVIDED BY
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15 Mar, 2023, 09:05 ET

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The leading women's wellness company, founded in 2016 by Lauren Bosworth, has tapped the accomplished beauty industry veteran to realize organizational excellence and expansive growth.

NEW YORK CITY, March 15, 2023 /PRNewswire/ -- [Love Wellness](#), the total body women's wellness company founded by Lauren Bosworth, today announced the appointment of Maria Dempsey as Chief Executive Officer. Having held senior-level positions at NEST New York, Lancôme, John Frieda, and Clarins, Dempsey brings more than 30 years of experience and a proven track record of executive and organizational leadership, strategic brand vision, product innovation and retail and digital successes to Love Wellness.

"I am thrilled to welcome an exceptional leader like Maria to guide our team through the next phase of hyper-growth mode at Love Wellness," said Bosworth. "My goal has always been to make the brand as accessible as possible for women and as our team and business grows Maria is poised to help me realize my dreams for this category and company."

As Chief Executive Officer at Love Wellness, Dempsey will build upon the company's solid foundation in women's wellness to deliver exceptional innovation in personal care. Bosworth will remain as Founder and step into a new role as Chairwoman of the Board, where she will oversee execution of brand marketing, product development, and retail strategy to drive growth in existing retail channels and expansion to new markets.

"I am so impressed with what Lauren and her team have built and I am energized by the Love Wellness community," said Dempsey. "I feel so fortunate to have the opportunity to help guide and grow this amazing company and team at a pivotal point in time. We have a meaningful opportunity to develop additional product categories, increase our digital presence and expand our retail footprint."

Dempsey began her beauty industry career in 1987 at L'Oréal where she worked on the Lancôme business in marketing for 12 years, ultimately becoming Vice President of Marketing, Facial Skincare, Sun, Body, and Fragrances. From 1999 to 2003, she was Vice President of Marketing for John Frieda Hair Care and was instrumental in helping to double the business through innovation and strong retail partnerships. From 2008 to 2017, Dempsey held several senior and executive-level management positions at Clarins, most recently serving as Executive Vice President of Marketing for the Americas, United Kingdom, and Travel Retail. Prior to joining Clarins, Dempsey was President and Board Chair of HM Mane Solutions, her own start-up business venture that launched the revolutionary EasyStraight brand of at-home hair care products distributed in drug stores in the U.S. and Australia.

"Maria brings deep industry experience that will benefit Love Wellness as it continues on its rapid growth trajectory," said Kate Wallman, Managing Director of Encore Consumer Capital and Love Wellness board member. "We are so excited to have her join the team."

About Love Wellness

Love Wellness is the leading female-first wellness company focused on total body care. Founded in 2016 by Lauren Bosworth, the brand is committed to creating a more open and honest self-care culture for women. Driven by community, Love Wellness is designed to help women feel informed, empowered, and ready to take full control of their health. Love Wellness offers better-for-you products like targeted and effective nutritional support, personal care products, and supplements to help women tackle issues like gut health, stress, sex, and skincare. Love Wellness is available for purchase at Target, Ulta, Amazon and [lovewellness.com](#). For more information, visit [www.lovewellness.com](#).

About Encore Consumer Capital

Encore Consumer Capital is a San Francisco-based private equity investment firm focused on the consumer products industry. The firm has raised over \$600 million in equity capital and invested in over 35 companies in the sector. The firm targets companies with between \$10 million and \$100 million in annual revenues where Encore's strong expertise in strategy development, brand marketing, manufacturing and supply chain optimization, and distribution expansion can help drive performance. To learn more, visit [www.encoreconsumercapital.com](#).

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brand released a progressive campaign that aims to create a more open and honest self-care culture for women.

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Including a new tagline, "Love Yourself Well™", the relaunch is part of the company's strategy to establish a strong foothold in the feminine wellness category, grow the brand's community and customer base, and empower women all over the world to take charge and become advocates of their health. As part of a year-long objective to tell the brand's story through their community, Love Wellness tapped real customers of all shapes, sizes, and backgrounds for the brand relaunch and campaign to authentically speak about core values - inclusivity.

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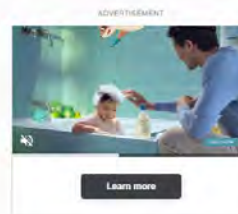
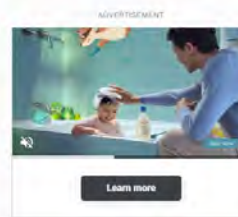
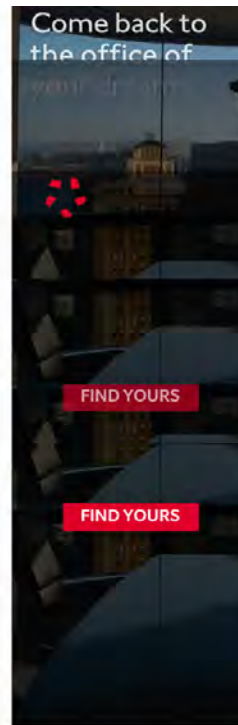
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Love Wellness wants to encourage women to not "just deal", but to realize that what they are going through is normal, and that Love Wellness products are the modern and innovative solutions they may be looking for.



I recently had the privilege of speaking with Lauren Bosworth, Founder and CEO of Love Wellness about how her background is in entertainment and media created a built-in audience that provides her with a platform to use my voice and ideas to innovate in a space that she's personally connected to, why it was important for her to create an open dialogue in an effort to remove shame, stigma, and false information around women's health and skincare, and why she wants to encourage women to not "just deal" with their health and skin problems, but rather show them that there is an effective and safe solution out there in the market!



Joseph DeAcetis: Talk to Forbes about the history, and development of your brand; and your personal background?

Lauren Bosworth: I became aware of the lack of clean, body-positive personal care products for women during 2015, a time when I was unwell and spent a good amount of time at the doctor's office and at drugstores. At that time, the old-school products from legacy brands didn't address my problems and the use of these products made me feel embarrassed about the need to take care of my body. That experience is a universal one for women and it's emotional. It was in those disappointing moments, standing next to the tampons that I knew women deserve so much more than products and messaging invented by men in the later half of the 21st century.

I got better when my doctors began to consider more gentle, naturally-derived products to help me along with a lifestyle overhaul of better nutrition, less stress, and more sleep. In the west we've been taught that you can solve your problems with a prescription, and for most people, that's simply not the case. When I was willing to shift my perspective on what was actually agreeing with my body that I put together the initial products for Love Wellness, and made the decision that this brand would be the first one in personal care to educate women about their bodies in a positive way. We teach women to love themselves well, and that message has resonated far and wide. Taking care of your body isn't a shameful experience, it's something we deal with in a respectful and informed way at Love Wellness that allows you to get on with your life.

My background is in entertainment and media. Before Love Wellness I spent a good chunk of my early 20s on television and then shifted to creating my own wellness, cooking, and nutrition content. I know that for some people hearing that I'm the founder and CEO of this business is a bit surprising, but the reality is that any first time founder makes a leap from *somewhere*. I have a built-in audience that provides me with a platform to use my voice and ideas to innovate in a space that I'm personally connected to, and my evolution into the day-to-day CEO of this company has been incredibly fulfilling. I love going to work everyday because I get to ideate, build, and story-tell.

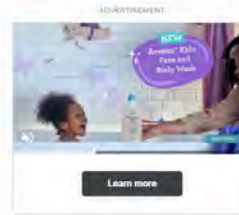
Joseph DeAcetis: In your words, what is your competitive advantage in development and specialized product?

Lauren Bosworth: We do an excellent job of correcting misinformation when it comes to women's bodies at Love Wellness. Our customers always experience that "a-ha" moment when they discover this brand and what we do. You see that with our thoughtful formulations that are made with women's bodies in mind and that education we pair alongside these products. We teach basic biology here, and when you empower women with good information they are further empowered in their purchasing decisions. No other brand in the space is taking the time, energy, and effort to build a community of experts, advisors, and contributors in the way that we are. At LoveWellness.com you don't just find products - you also find The Love Club, our membership program that combines our community forums, expert articles, and eCommerce into a single, seamless experience. Making great products that look nice on your shelf are just a part of our story. Our community is what makes us truly unique, and it's incredible to see female consumers engaged with a brand on a deep and intimate level. The story-telling that happens within The Love Club is remarkable for a company with its original roots in eCommerce.



Joseph DeAcetis: What are some health issues you think a lot of women are ashamed to talk about? Why is it important to try and remove that shame/stigma around women's health issues?

Lauren Bosworth: If you are embarrassed by your body, you may be too embarrassed to take care of it too. Removing the stigma from basic personal care needs is important strictly from a health perspective, and it's important that women understand that a lot of products out there that are marketed as safe and effective for women are not. Education is at the root of what we do, and through education we simplify a lot of topics that have long been considered taboo, simply by demystifying them. I was so impressed with the episode of "The Good Lab" on Netflix



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"From Heels to Heaven:
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where they showed women's real bodies. It's powerful stuff and a great example of education at work.

Joseph DeAcetis: In your words, what are women seeking today in wellness?

Lauren Bosworth: When a woman thinks about wellness, she is really thinking about finding peace with and within her body. It's about being both calm and energized, satisfied and craving new experiences. Wellness isn't a trend - being well represents a true cultural shift that makes feeling good about feeling good a priority.

Joseph DeAcetis: Talk to Forbes in detail about why it is important for consumers to be aware of this brand?

Lauren Bosworth: It's critical that women understand that there are options out there for personal care and wellness that are modern, clean, and made with a body-positive message. The cheap products from legacy brands are no longer the only game in town, and what we've created from an educational and product formulation perspective is thoughtful, safe, and innovative. Women deserve to take care of their bodies in a kind way, and we plan to share that story in a very big way this year.

Joseph DeAcetis: What are your day-to-day responsibilities?

Lauren Bosworth: In addition to developing all of our products, the brand look-and-feel, and core messaging I manage day-to-day operations ranging from legal, to finance, and hiring/firing. I started the business by myself in my living room, so I have an intimate understanding of how each piece works together because I've done every job. Additionally, I establish our growth strategy with my partner and COO/CMO, Matthew Murray, and we get to work on executing that with our constantly growing team.



PRODUCT ASSORTMENT - LOVE WELLNESS

Joseph DeAcetis: What are your future projections and growth strategy for the next few years?

Lauren Bosworth: We've achieved 3000% growth over the past two years, hit the eight-figure revenue milestone in 2019, and have no plans to slow down anytime soon.

Love Wellness is committed to developing our omni-channel growth, using each vertical for a very specific purpose with the goal that they each support the other. LoveWellness.com is about subscriptions, community membership and education. Our Amazon channel is for the customer who wants to make a quick purchase. Our retailers support women who prefer to shop in their favorite stores. The channels are non-competitive and serve a specific purpose which is overall brand awareness. Additionally, we are making a meaningful investment into marketing at scale online, through various OOH opportunities in New York City and Los Angeles, and through connected-TV opportunities on Hulu, Apple TV, Amazon Fire, and more. Our robust presence within Ulta Beauty is an incredible marketing opportunity in itself and we'll be moving into more than 1,000 Ulta Beauty doors in March 2020. Additional retail partners for this year include more than 2,000 CVS and CVS Health Hubs locations in the United States.

Joseph DeAcetis: Can you tell me more about what inspired the rebrand/relaunch and the new ad campaign for Love Wellness?

Lauren Bosworth: The relaunch and the brand campaign really caters to the many women, including myself, who have searched high and low for solutions to uncomfortable health issues. It was important for me to

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I tried Love Wellness' women's vitamins for 30 days and I'm convinced they cleared up my skin and helped me sleep better

Written by **Jessica DeFino** Apr 1, 2019, 2:00 PM MOT

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There are seven different types of supplements, each retailing for \$25. Love Wellness

- I've been taking five daily vitamins from Love Wellness specifically designed for clearer skin, better gut health, and more for a month and so far, I'm impressed.
- The buzzy vitamin brand is on a mission to bring positivity into the women's wellness space by normalizing sometimes-shameful issues like yeast infections, bloat, and even depression, and offering women prettily-packaged supplements that support natural healing. The products range from \$10 to \$25.
- Love Wellness was founded by Lauren "Lo" Bosworth, previously of "Laguna Beach" and "The Hills" fame. The founder says years of handling criticism in the spotlight prepped her to tackle tough subjects and foster a community focused on open and honest discussion.

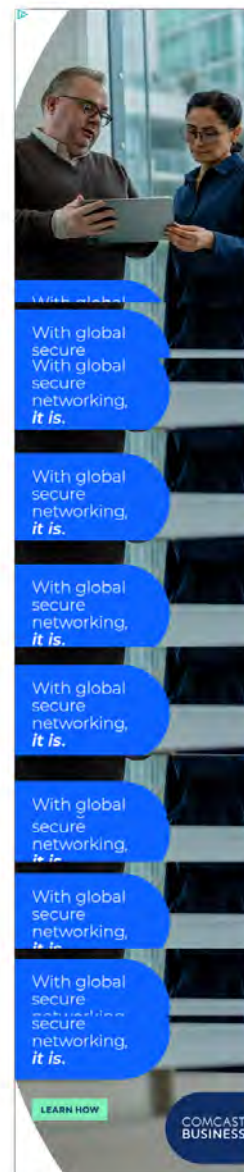
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Confession: There is an entire three-tier cabinet in my kitchen dedicated to my various wellness exploits. It is *full* — as in from top to bottom and side to side — of vitamins, supplements, teas, powders, seeds, adaptogens, dried herbs, CBD drops, and digestive aids. And yet, for the last month, my entire routine has revolved around just five little capsules of all-natural goodness — and I may never open that overstuffed cabinet again.

The vitamin brand that's stolen my attention (and my heart) is the buzzed-about, aesthetically-pleasing, and equally effective [Love Wellness](#) (surely you've seen the Instagram ads by now). It's almost



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impossible to ignore Love's brightly-colored bottles like millennial pink for [#Mood Pills](#), a natural supplement that helps with anxiety and depression; baby blue for [Bye Bye Bloat](#), a digestive-easing, tummy-flattening pill; sunshine yellow for [Good To Glow](#), a capsule packed with skin-healthy nutrients to help you glow from the inside out.

The digitally-native brand knows exactly what it's doing. "We package everything from our boric acid suppositories to our vitamins beautifully; they're products you want to pick up and display on your bathroom shelf," founder Lauren Bosworth tells INSIDER. Yes, as in Lo from MTV's "Laguna Beach" and "The Hills."

"I was thrown into the court of public opinion at a really young age, when gossip blogs were first becoming a thing," Bosworth shares. "I learned how to deal with the negative emotional fallout of that before 22, and that mental fortitude definitely helped me when I launched the brand back in 2016. I've dealt with endless criticism as a public figure, and I believe that's why I feel capable of helping to change a category full of stigmas."

The stigma she's choosing to tackle? Women's wellness in all of its messy, sometimes shame-laden glory — including vaginal health, yeast infections, bloat, and even depression. "After experiencing a number of personal health problems from frequent trips to the OB/GYN to vitamin deficiencies, I went looking for solutions," Bosworth says. "Frankly, I was disappointed with the archaic offerings found at the drugstore for women's personal care and wellness." She realized that her experience was a reflection of a larger universal issue.

"From tampons to anti-fungal creams, buying personal care products has not been a particularly positive experience for women," the founder explains. (Can I get an *amen*?) "We've turned what has traditionally been a negative and shameful experience into one that women can feel good about, and we rely on our customers to help us spread our mission of cultivating a more open and honest self-care culture for women. [Love Wellness](#) offers products that lift women up and heal their bodies, not change how they look or smell. When I see a newcomer enter this space and offer women a product like a vaginal deodorant, it does nothing but perpetuate the shame women have been made to feel about their bodies," Bosworth says.



This package of pH-balancing feminine wipes actually looks chic. Surprising, right? [Love Wellness](#)

It's definitely true for me — I've never felt more chic using a pH-balancing feminine wipe or keeping a yeast infection suppository on full display in my bathroom cabinet.

Love's [Do It All Wipes](#) are OB/GYN-approved for cleansing with a natural and gentle mix of aloe, coconut oil, and chamomile, while [The Killer](#) is a pharmaceutical-grade boric acid suppository that can be used to prevent a yeast infection or treat an existing one. The pretty peach packaging of both serves as a way to say, "You're totally fine and normal and your vagina deserves the best!" At least, that's how I feel.

But the stand-outs of the brand, in my opinion, are the five daily vitamins. I take four of them every morning to boost my glow, help



my digestion, and balance my mood, and one at night to help me sleep.

My favorite? Good To Glow. (I am a beauty editor, after all.) "Good To Glow is the perfect skin supplement with antibacterial, anti-aging, and antioxidant properties," Bosworth shares. "It contains popular ingredients like collagen that can be annoying to mix into your coffee or smoothie, along with ingredients like organic ashwagandha, alpha lipoic acid, and Japanese knotweed." That combo delivers a heaping helping of vitamin C, which doctors agree is essential for healthy, young-looking skin.

"Vitamin C is linked to preserving and protecting natural collagen," says Dr. Karin Hermonl, PhD, Head of Science & Nutrition at Lycored. It's an antioxidant that "supports normal function of the skin," protecting it from the damaging effects of pollution. "Another antioxidant that can support our skin from the inside out and from outside in is vitamin E," she says, which is also present in Good to Glow.

I can't say for sure that this particular vitamin is the sole reason I haven't had a major breakout in nearly a month — I test a lot of topical skincare products as well — but it's surely a piece of my clear skin puzzle.



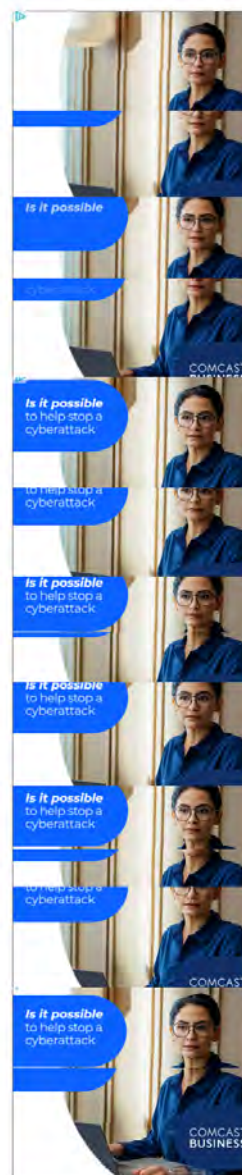
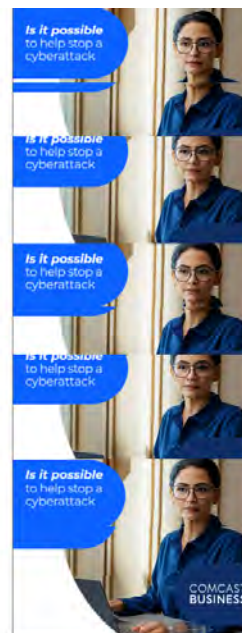
Good Girl Probiotics helps improve gut health, which also has a positive effect on your skin. *Love Wellness*

The brand's Good Girl Probiotics and Bye Bye Bloat formulas indirectly help skin by way of balancing the "good" bacteria in the gut that keeps bad bacteria from proliferating and showing up in your pores. "Bye Bye Bloat is perfect for conquering hormonal bloating and digestive issues with food," Bosworth says. "We combine ingredients like organic dandelion root (a natural diuretic) and organic fenugreek (a natural digestive aid) with different digestive enzymes that help break down food and support digestion." You can take one each morning or before a big meal to help things run smoothly.

"We got endless customer requests for a product [for metabolism], but made the choice to formulate a natural product that doesn't contain chemical stimulants," the founder explains. Instead, Lean Queen relies on selenium, a natural mineral that helps regulate the thyroid. Since I do exactly one proactive thing to maintain my weight — a daily Peloton cycling session — taking Lean Queen every day has been the ultimate, low-key way to support my efforts.

Love Wellness' #Mood Pills round out my morning routine and this is also the supplement that's closest to Bosworth's heart. "It addresses PMDD and depression by combining ingredients like organic St. John's Wort and organic chasteberry for a mood lift that comes from nature," she tells INSIDER. "I felt strongly about bringing a product like this to market because a lot of women don't know that natural ingredients can provide great relief for these common issues." I personally deal with high levels of anxiety on the daily and I'm convinced the combination of #Mood and my favorite CBD gummy vitamins is what's helped me keep my calm lately.

While it takes time to see real results from most vitamins, there's one Love Wellness product that works almost instantaneously for me: Lights Out. The pre-bedtime pill is filled with natural magnesium, melatonin and valerian root and puts me out in like



seconds. I usually require a glass of wine and a few episodes of "Grey's Anatomy" to lull me into a light, fitful sleep each night, but I'm *overjoyed* to report that's no longer the case. A single dose of Lights Out really does it for me and is so much healthier than a serving of cabernet sauvignon, right?

Consistency is key, of course, and that's why [Love Wellness](#) has been a real game-changer for me. The bottles are so cute that I don't want to stuff them away in my full-to-bursting kitchen cabinet. Instead, I leave them out on my desk so I remember to take them before I sit down to work.

"I highly recommend using a vitamin organizer and keeping it in your fridge so when you open it up for breakfast in the morning, whatever you need is ready to go and easily accessible," Bosworth adds. "Yes, it's annoying to plan out your organizer once a week, but it makes sticking to the routine every other day a lot easier." And when that routine delivers glowy skin, less bloat, and better sleep? Yeah, I'd say it's worth it.

Of course, my personal experience with Love Wellness is just that: personal. Vitamins and supplements aren't a one-size-fits-all kind of thing, so consult your doctor before adding anything new to your own wellness routine.

Buy Love Wellness vitamins from Revolve for \$25

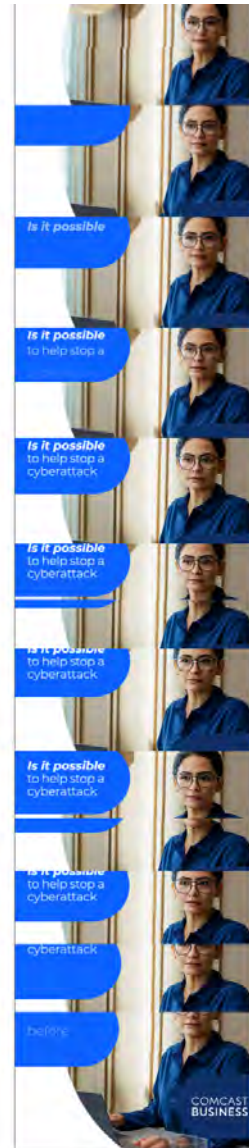
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One Size Doesn't Fit All—Love Wellness Is Giving Women Options With Their New Multivitamins

Yola Robert Senior Contributor

I cover founders, brands and trends across various industries

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Oct 19, 2020, 02:00pm EDT



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Love Wellness is giving women more options when it comes to choosing a multivitamin. LOVE

It's becoming more and more frequent to see new vitamin brands popping up with a magic formula that is made for everyone. The problem? One size **doesn't fit** all especially when it comes to health and nutrition. **Lo Bosworth**, CEO and founder of **Love Wellness**, wants to show women that wanting more shouldn't stop when it comes to their health. "Why do we accept the saying 'less is more' when in fact we need *more* support, *more* choices, and certainly *more* ways to take care of ourselves?" she asks.

Known for their accessible women's health and wellness products, Love Wellness forayed into multivitamins after Bosworth's experience with **not finding** a multivitamin that had everything she needed. When developing Daily Love, Bosworth was surprised to discover how many companies have developed messaging about why their multivitamin is best in class, only to discover that their formulations typically lack the baseline nutritional needs of a multivitamin for women. She found that gummy vitamins, "food-based" vitamins, and those pretty clear vitamins you see are seriously lacking in what they actually offer from a nutritional stand-point.



Lo Bosworth, CEO & founder of Love Wellness: LOVE WELLNESS

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“When we looked at the current state of the multivitamin market we saw a problem. Too many brands are using too few ingredients, or forms like gummies (with degraded ingredient quality) to actually address the fact that 92% of Americans are deficient in at least one vitamin or mineral, but are most likely not aware of what the element is. Given the current state of farming and food, it’s nearly impossible to get sufficient levels of vitamins and minerals from food alone, so it’s important to take a full-spectrum multivitamin that actually covers all your bases. We make Daily Love 18+ Multivitamin, Baby Love Prenatal Multivitamin, and Whole Love Menopause Multivitamin to be complete and well-rounded for these reasons, but take our formulations a step further to include extra nutraceuticals in each formula for results you can actually feel. That’s the true and very exciting differentiator with our new multivitamins and taps into what we always do at Love Wellness - give women more of the good stuff they deserve,” Bosworth explained.

With the help of scientists, nutritionists and doctors came three multivitamins as Bosworth mentioned Daily Love, Baby Love and Whole Love. “Our **Daily Love** is the only women’s multivitamin that includes organic ashwagandha and chaste tree berry to relieve stress, support immunity, sexual function, and the symptoms of PMS. **Baby Love** is the only prenatal multivitamin available that includes echinacea for immunity, and ginger to help relieve symptoms of morning sickness,” Bosworth shared. “Finally **Whole Love** is a truly innovative multivitamin for women 50+ in that it’s the only multipurpose formula available that helps maintain bone density and relieve six common, normal symptoms of menopause.”

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For Bosworth creating these multivitamins took a year in the making to come to life with the help of their food scientists and medical advisory board. “Making sure we were on top of [clinical studies](#) and the best research available was our primary concern to ensure we were developing the most innovative and comprehensive formulas for women across different life stages,” she shared.



Dr. Jodie Horton, one of the in house doctors at Love Wellness who helped develop the multivitamins, explains the importance of taking a vitamin tailored to the stage of women’s life versus a general multivitamin, “Taking a regular vitamin is okay, but I recommend reading the ingredient profile to ensure that you are getting what your body needs. Your body needs certain vitamins and minerals as you reach your 40s and beyond. Health challenges, medications, and gut health can affect a woman’s dietary needs and absorption of critical nutrients. Calcium, vitamin C, D, B12, and B6 are examples of nutrients that are important as we age. These vitamins can help improve bone health, fight infections, decrease your risk of certain diseases, and boost memory and

mood. Pregnant women also have specific nutrient needs to support mom and healthy baby. Prenatal vitamins should include folate, iron, calcium, and vitamin D. Folate, the active form of folic acid, is particularly important because it reduces the risk of birth defects that affect the brain and spine.”

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Yola Robert

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Writer of all things and host of 'I [Suck At Life](#)' podcast.

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Lo Bosworth talks new book, 'Love Yourself Well'

The 'Laguna Beach' and 'The Hills' star and wellness enthusiast shares her "modern textbook to women's bodies."

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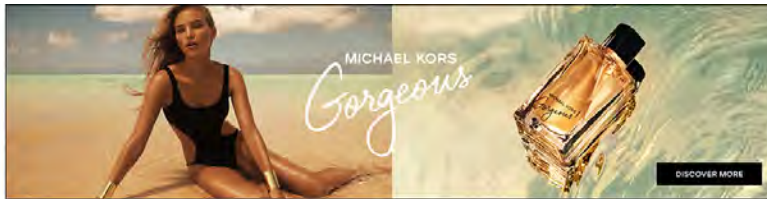
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Eye Candy: Resolution Reading

Four books to kick-start a new wellness routine this year.

By [Emily Burns](#) January 6, 2023, 9:00am



"Love Yourself Well" by Lo Bosworth COURTESY



When ringing in the new year, one thing is top of mind: resolutions. For many, the new year intention revolves around health and wellness. In fact, in 2022, 23 percent of people in the United States cited "living healthier" as their resolution, 21 percent cited "personal improvement or happiness" and 20 percent cited "losing weight," according to a survey by Statista.

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Beauty

Lo Bosworth's 7 Self-Care Favorites

Written by: [Brianna Peters](#) | Published on: April 10, 2023

Entrepreneur and former *Hills* star [Lo Bosworth](#) began learning about the connections between the gut and the brain and between sexual well-being and overall well-being after a yearslong health struggle. She's since founded Love Wellness, a line of supplements and personal care products for women, and written a book, *Love Yourself Well*. Here, she shares some of her favorite ways to take care of herself.

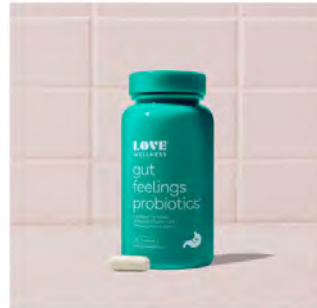
1

GUT FEELINGS PROBIOTICS

Love Wellness Gut Feelings Probiotics, Love Wellness, \$29.99

I take these daily to help support my gut health—they make such a difference in how I feel.*

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2

GOOPGLOW MICRODERM INSTANT GLOW EXFOLIATOR

goop Beauty GOOPGLOW Microderm Instant Glow Exfoliator, goop, \$125/\$112 with subscription

I use this twice a week without fail and love the way it makes my skin feel. The exfoliating particles help slough away dead skin without being too harsh. The results are smoother, softer skin.

SHOP NOW



3

BIG BRAIN PROBIOTICS

Love Wellness Big Brain Probiotics, Love Wellness, \$29.99

Instead of relying on caffeine to help with my dreaded 3 p.m. slump, I created a routine to help me sustain energy throughout the day with things like diet, exercise, and probiotics that support a healthy microbiome.*

SHOP NOW





4

G.TOX ULTIMATE DRY BRUSH

goop Beauty G.Tox Ultimate Dry Brush, goop, \$25

I dry brush before a bath for a little at-home skin-detox session. This one is my absolute favorite—it's the perfect size.

SHOP NOW



5

GOOP BEAUTY G.TOX DETOX 5 SALT BATH SOAK

goop Beauty G.Tox Detox 5 Salt Bath Soak, goop, \$40

I take baths once—sometimes twice—a day, and this bath soak is the best. It's so soothing and puts me straight into relaxation mode.

SHOP NOW



6

GOOP BEAUTY GOOPGLOW AFTERGLOW BODY OIL

goop Beauty GOOPGLOW Afterglow Body Oil, goop, \$48/\$43 with subscription

I love smoothing this on after a bath. It's super hydrating and leaves my entire body glowing. It feels amazing, and my body just drinks up the moisture.

SHOP NOW



7

GOOP BEAUTY GOOPGENES CLEAN NOURISHING LIP BALM

goop Beauty GOOPGENES Clean Nourishing Lip Balm Trio, goop, \$48

I've always got one of these tinted balms in my bag. They're sheer enough to wear to work but tinted enough to make me feel put-together for a girls' night out or date night.

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Article by Sara Lebow | May 12, 2023

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TikTok and generative AI have changed the brand marketing game more than any other development since the pivot to mobile, and social media marketers must adapt. Here are six takeaways from CMOs and marketing professionals on how to do just that.

1. TikTok has consumers craving “weird,” “cringey,” “uncomfortable” content

The glossy, refined images that worked for marketers in the past don’t pass the vibe check on TikTok. “Now you need weird, you need cringey, you need uncomfortable,” said Lo Bosworth, founder of Love Wellness, speaking at Marketing Brew’s The Brief event last week.

The challenge for lifestyle and wellness brands is figuring out how to deliver that authenticity without compromising brand identity. “What we’re up against is really interesting content that verges on fetish content. How do you compete with that?” Bosworth said of brands that employ objectifying tactics to sell women’s health products.

For Love Wellness, the best TikTok approach involves quick videos, hooks that grab attention, and eye-catching visuals, according to Bosworth.

2. Micro-influencers can beat Insta-celebs

“We have learned that for our audience, nano-influencers [and] micro-influencers are more significant than macro[-influencers],” said Bosworth. These smaller influencers can offer a more targeted approach that can provide more high-quality leads for less money.

We’ve heard this before, from furniture rental company [Furnish](#), ecommerce site [Overstock.com](#), and more. The challenge for brands is [finding the right micro-influencers](#).

3. Reactivity can beat proactivity on social

Scrappiness can be a virtue for social media campaigns, especially when you’re riding the dialogue brand loyalists are already posting.

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TransUnion’s TruAudience Analytics solutions use a data-driven approach to help brands reach the right audience while optimizing the customer experience.

[Watch the Genius Awards video to find out how Ford refined its targeting techniques to better connect with consumers.](#)

For language learning app Duolingo, 70% of all marketing is reactive, quick work, according to head of global marketing Manu Orssaud. [Makeup guru Bobbi Brown](#) found similar success in a viral video where she slathered her Jones Road foundation all over her face, poking fun at [an influencer who had attempted](#) a similar technique.

4. Your brand is a character

Duolingo uses its mascot Duo as a creator with his own storyline, following his own friends, said Orssaud. Duolingo focuses its social presence on being entertaining first, without making any hard sells. Orssaud’s advice is to listen to stories and memes from the community in order to elevate the brand.

Liquid Death’s vice president of creative Andy Pearson mentioned a similar approach last year, calling the brand [“a character we’re writing for.”](#)

5. Let AI be your co-pilot

Don’t shy away from generative AI like ChatGPT as a brainstorming tool and collaborator. “Let those

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tools do some of that upfront thinking for you, and you can really practice being the editor," said Katie Potochney, executive creative director and head of Wink at Intuit Mailchimp.

Using AI to conceptualize campaigns and posts can free up time for social teams, who can focus instead on execution and delivery of those features.

6. Performance marketing can't do it all

Brand marketing matters, even for B2B companies. Focusing only on performance marketing works only in the short term, said Angelique Temple, CMO of WeTransfer. B2B buyers are real people, so maintaining a social presence the same way a D2C company might is vital. For WeTransfer, this means working with creators who use the software to bring creative ideas to life, rather than just selling it as a productivity tool.

This was originally featured in the eMarketer Daily newsletter. For more retail insights, statistics, and trends, [subscribe here](#).



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The 13 Best Soaps For Your Vagina And Vulva, According To Gynos

Stay fresh, clean, and irritation-free.

BY [ARYELLE SICLAIT](#), [EMILIA BENTON](#) AND [ASHLEY MARTENS](#) PUBLISHED: MAY 10, 2023

SAVE ARTICLE



For the record, the vagina cleans itself and has a natural smell. You do not need to use "feminine hygiene" products or practices like douching or steaming to take care of it (they may actually do more harm than good!). It is, however, acceptable to keep your down there fresh with vaginal soap, which are specifically formulated to protect the sensitive skin in this area.


You do not want to actually go inside the vagina to clean it, as that can seriously mess with your natural pH levels. Instead, focus on the vulva, the sensitive skin around the vagina that makes up the clitoris, labia, the opening to the urethra, and the vaginal opening.


"The tissues [there] are a little bit different," says Bethanee Schlosser, MD, an associate professor of dermatology and obstetrics and gynecology at Northwestern University. "It is more fragile in terms of irritant potential, developing allergies, and physical trauma because the skin is not as 'thick,' so to speak, as external skin."


That means that in terms of the best soaps for your vagina area, it's important to keep in mind the products you use in this area can get into the opening of the vagina, which needs to maintain a certain pH balance to be healthy, says Jessica Shepherd, MD, an ob-gyn in Dallas. "A normal vaginal pH is usually less than 4.5 on the pH scale, meaning it is an acidic environment." Maintaining that normal vaginal pH prevents the overgrowth of bacteria and yeast that can cause an infection, adds Jodie Horton, MD, an ob-gyn in Oakton, Virginia, and the chief wellness advisor for Love Wellness.


Okay, so what is the best way to clean your vagina? Do you need vagina soap? You really only need to do a thorough rinse with warm water. However, if you are feeling like you need a little something extra, there are some vaginal soaps you can use.

Our Experts' Top Picks

- 

BEST FOR IRRITATED SKIN
Ultra Sensitive Dry Skin Soothing Care
[Read more](#) [SHOP AT AMAZON](#)
- 

BEST FOR DRY SKIN
Sensitive Skin Bar
[Read more](#) [\\$5 AT WALMART](#)
- 

BEST BAR SOAP
Dove Sensitive Skin Beauty Bar Soap
[Read more](#) [\\$4 AT TARGET](#)
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BEST FOR SENSITIVE SKIN
Vanicream Cleansing Bar
[Read more](#) [\\$5 AT WALGREENS](#)

5



BEST CLEANSING WIPES
pH Balancing Wipes
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\$5 AT ULTA BEAUTY

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A mild cleanser is generally best, and you don't really need something that claims to balance your pH. While soap can throw off your healthy vaginal pH, it can't fix an unhealthy one. But if you use something mild, like the options below, and avoid going inside your vag while cleaning, you shouldn't have any issues. And definitely don't grab anything that claims to be exfoliating (ouch!). Also important: Skip the rough washcloths and loofahs—your hands are the only tools you need to clean your vulva, says Dr. Schlosser.

Not sure which vaginal soap is best for you? Here are 13 ob-gyn- and dermatologist-approved cleansers, soaps, and wipes that will not irritate your nether region.



Meet the experts: Bethanee Schlosser, MD, is an associate professor of dermatology and obstetrics and gynecology at Northwestern University. Jessica Shepherd, MD, is an ob-gyn in Dallas. Jodie Horton, MD, is an ob-gyn in Oakton, Virginia, and the chief wellness advisor for Love Wellness.



1

BEST FOR IRRITATED SKIN

**Ultra Sensitive Dry Skin
Soothing Care**

SHOP AT AMAZON

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This is one that Dr. Schlosser says is so gentle you could use it on skin as delicate as your eyelid—which makes it ideal for the vulva. (Btw: If you wouldn't put it on your face, it shouldn't be anywhere near the skin around your vagina.) This cleanser is preservative-free, paraben-free, fragrance-free, and alcohol-free, which will both soothe vulvar irritation and keep it from reoccurring.



2

BEST FOR DRY SKIN

Sensitive Skin Bar

\$8 AT WALMART

\$1 AT WALGREENS

Because of the soothing and moisturizing effects of chamomile and aloe vera, both of which are packed into this bar, it's always on her list of recommendations for vulvar soaps, says Lauren Streicher, MD, a clinical professor of obstetrics and gynecology at Northwestern University.

3

BEST BAR SOAP

**Dove Sensitive Skin Beauty Bar
Soap**

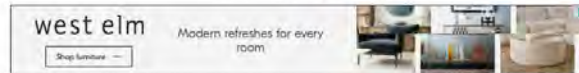




DRUG TARGET
\$5 AT WALGREENS

Dr. Ross is also a fan of this hypoallergenic bar, which, she says, is "gentle for the vulva." It washes off without residue, leaving skin feeling soft and moisturized.

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4

BEST FOR SENSITIVE SKIN

Vanicream Cleansing Bar

\$5 AT WALGREENS



This cream-based cleanser is packing all the moisture that sensitive skin is begging for. And, even for those whose vulvae aren't particularly reactive to irritants, Dr. Streicher says this hypoallergenic option will make sure they stay that way.

5

BEST CLEANSING WIPES

pH Balancing Wipes

These wipes are a great option because they provide safe external personal hygiene without disrupting the vagina's natural pH levels.



6

BEST MULTI-PURPOSE SOAP

Cetaphil Gentle Cleansing Bar

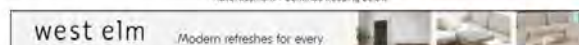
\$10 AT TARGET

\$6 AT CVS

You won't find any harsh ingredients in this Dr. Streicher rec. Cetaphil promises not to strip the skin of moisture and keep it feeling nourished all-day-long thanks to the fact that it's soap and detergent-free.

But if you're especially sensitive, Dr. Schlosser says to keep in mind that unscented doesn't mean fragrance-free, meaning this bar still has perfume that masks the smell of its ingredients, which could be an irritant.

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7

BEST FOR MOISTURIZING
Gentle Moisturizing Bar Cleanser

\$7 AT WALMART
\$4 AT WALGREENS

elita MD
 Trusted by Dermatologists



This pick's biggest highlight, according to [Sherry Ross, MD](#), an ob-gyn in Santa Monica and author of *She-ology*, is the fact that it's fragrance-free. It won't irritate the skin with unnecessary perfumes.



8

BEST NATURAL CLEANSER
Aquamil Soapless Lipid-Free Cleanser

\$15 AT AMAZON
\$23 AT WALMART

CREDIT: AMAZON

Aquamil bills itself as a "hydrating lotion" that can be used with or without water. It's oil-free, soap-free, and fragrance-free which makes it an prime pick by ob-gyns, says Dr. Streicher.



9

BEST FOR DAMAGED SKIN
Hydrating Cleansing Bar Soap

\$11 AT AMAZON
\$11 AT WALMART
\$15 AT TARGET

This cleanser is made with ceramides "which is part of the 'glue' that sticks the cells together in terms of promoting a natural barrier function," says Dr. Schlosser. The super-gentle ingredients reinforce and shield the vulvar area's skin to keep it healthy.

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10

BEST BODY WASH





Cetaphil Gentle Skin Cleanser

\$12 AT TARGET

\$12 AT WALMART

\$17 AT ULTA BEAUTY



If a pump works better with your shower situation, this cleanser, like the bar, has "been shown on skin to not exacerbate or create problems" for the vulva, according to Dr. Streicher.



11

BEST FOR POST-SEX CLEANSING

Eucerin Advanced Cleansing Body & Face Cleanser

\$12 AT AMAZON

\$12 AT WALMART

CREDIT: AMAZON

This cleanser is one that Dr. Ross says you can "confidently use for feminine hygiene" since it's still gentle enough for your face. While it may not be as mild as the *ultra*-sensitive Eucerin pick above, it's still a great choice since it's fragrance- and soap-free.



12

BEST FOR TRAVEL

Feminine Wet Wipes

\$23 AT AMAZON

A shower is always better than a wipe, but if you're in a pinch, these are a good bet for freshening up safely. Dr. Shepherd recommends these wipes, as they're pH-balanced and unscented, which means they're less likely to cause any irritation if you have sensitive skin.

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13

BEST FOR INGROWN HAIRS

Tend Skin Liquid Skin Care Solution

\$16 AT TARGET

\$25 AT WALMART





Although this product is not specifically marketed as a vagina soap, women can use this solution to prevent ingrown hairs on the bikini line, says Michael Green, MD, an ob-gyn at Winona, an anti-aging wellness center. It contains salicylic acid to exfoliate the skin and reduce inflammation.



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Aryelle Siclait is the editor at Women's Health where she writes and edits articles about relationships, sexual health, pop culture, and fashion for verticals across [WomensHealthMag.com](https://www.womenshealthmag.com) and the print magazine. She's a Boston College graduate and lives in New York.



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By Tori Schneebaum

March 9, 2023 | 11:42am

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On Wednesday, Time magazine gathered an impressive group to celebrate International Women's Day, honoring 12 women featured on its 2023 Women of the Year list. Everyone from Angela Bassett to Cate Blanchett walked the red carpet at the Four Seasons Los Angeles at Beverly Hills to celebrate their collective achievements. See what all the stars wore to the event.

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Cate Blanchett wears Alexandre Vauthier Couture on the Time Women of the Year 2023 red carpet.

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Quinta Brunson wears Fendi Couture on the Time Women of the Year 2023 red carpet.

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Phoebe Bridgers wears Rodarte on the Time Women of the Year 2023 red carpet.

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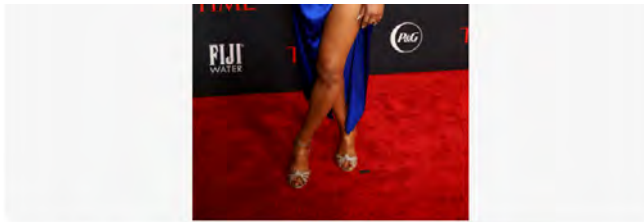


Angela Bassett on the Time Women of the Year 2023 red carpet.

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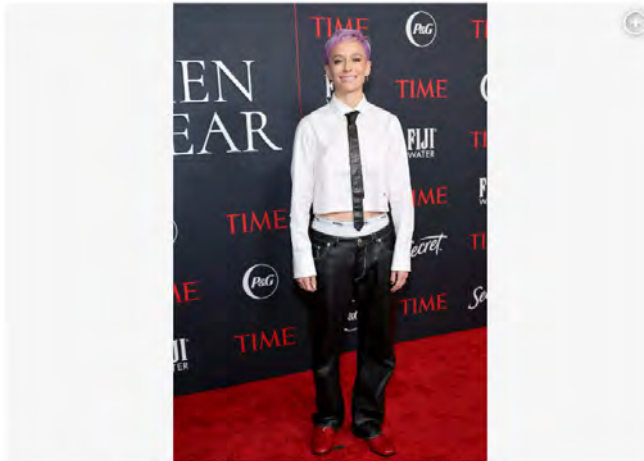
Tiffany Haddish wears The Sei on the Time Women of the Year 2023 red carpet.
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Olivia Culpo on the Time Women of the Year 2023 red carpet.
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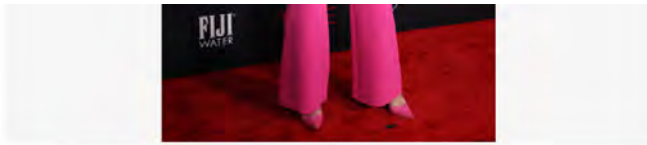
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Megan Rapinoe on the Time Women of the Year 2023 red carpet.
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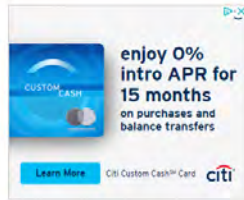
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Brooke Shields on the Time Women of the Year 2023 red carpet.
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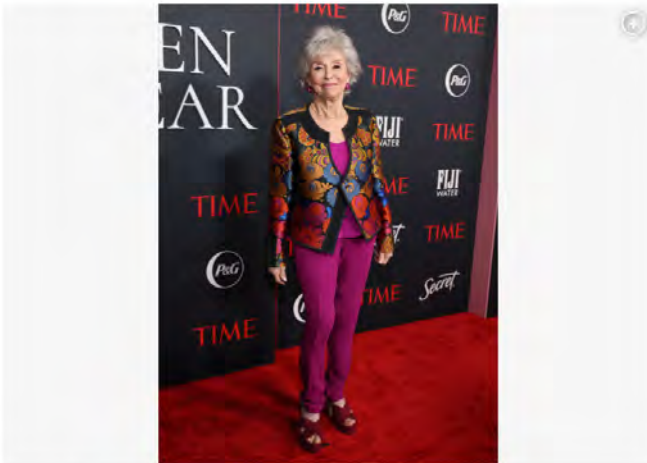


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Li Jun Ji wears Moschino on the Time Women of the Year 2023 red carpet.
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Rita Moreno on the Time Women of the Year 2023 red carpet.
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Kat Graham on the Time Women of the Year 2023 red carpet.

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An advertisement for the Citi Custom Cash Card. It features a blue credit card with the 'CUSTOM CASH' logo. The text reads: 'enjoy 0% intro APR for 15 months on purchases and balance transfers'. At the bottom, there is a 'Learn More' button and the Citi logo.

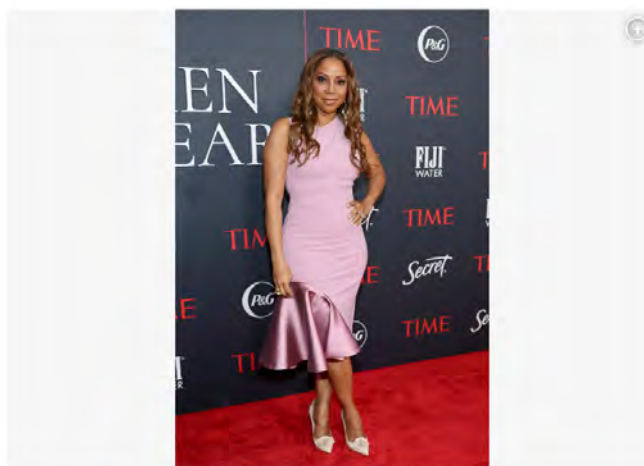
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Yvonne Orji on the Time Women of the Year 2023 red carpet.

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Holly Robinson Poete on the Time Women of the Year 2023 red carpet.

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Lo Bosworth on the Time Women of the Year 2023 red carpet.

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